

ABSTRACT

Changes in consumption patterns among Generation Z indicate a shift towards a less healthy lifestyle, with a decrease in milk consumption being one of the indicators. Generation Z tends to pay less attention to the nutritional content of the products they consume, despite needing adequate nutrition to support their various activities. HiLo Active milk, a product from Nutrifood Indonesia, offers a complete nutritional solution to meet the energy and health needs of Generation Z. However, to maintain and increase brand awareness among Generation Z, the company needs to adopt innovative promotional strategies, one of which is through brand activation. Brand activation allows companies to build direct relationships with consumers through interactive and educational experiences, which can enhance engagement and brand awareness. Given that Generation Z are active users of technology and social media, promotional strategies that leverage these digital platforms can be effective in reaching the target market. Therefore, this research aims to design an appropriate promotional strategy to increase HiLo Active's brand awareness among Generation Z, focusing on brand activation that utilizes interactive media and visuals. The results of this strategy are expected to increase awareness and engagement of Generation Z towards HiLo Active milk, as well as improve their consumption patterns towards a healthier lifestyle.